

Note for Neidle, Bruce

From: Neidle, Bruce
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Subject: I.C. Document
To: Levy, Carolyn
Cc: Nelson, Jack

As you requested, the following provides information for potential use in the I.C. document.

- 99¢ pricing has remained relatively stable, with incidence at or below this price point during the latest four weeks (15%) down -1 point versus the corresponding period year-ago.
- Price gaps between Marlboro and the Lowest Discount average pack price have also remained fairly stable, with the dollar gap decreasing -1¢ to 59¢ and the percentage gap decreasing -2.0 points to 43.4% (4 wks ending 9/9/95 versus 4 wks ending 9/10/94).
- The establishment earlier this year of an on-line information system to access and analyze individual store level Nielsen data has enhanced PM's ability to evaluate competitive strategy. Recent examples have included:
 - Identification of B&W's strategy to shift Montclair volume to GPC by implementing GPC buydowns in highly developed Montclair stores.
 - Identification of Lorillard's strategy to drive Newport's share growth by aggressively promoting the brand in its under-developed stores.

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